



## Virginia Green Event Profile:



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# Old Town Alexandria Food & Wine Festival

## Alexandria, Virginia

October 9-11, 2009

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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

### Old Town Alexandria Food & Wine Festival

"America's favorite original city is set to Swirl, Sip and Sizzle as the acclaimed chefs of Alexandria and the award-winning wine makers of Virginia transform Old Town into the ultimate epicurean destination. This event showcases Virginia's regional cuisine specialties and locally-grown world class wines, combining the city's best culinary experiences into one spectacular weekend. Educate your palate at one of the 50+ events throughout the weekend. Highlights include Vintner Dinners in restaurants all around Old Town, the King Street Sip 'n Stroll, tastings of Virginia's small batch artisan wines and delectable culinary seminars at the Old Town Alexandria Crowne Plaza and Holiday Inn Hotels. The Alexandria Food & Wine Festival is easy to get to by metro - take the yellow or blue line to King Street and hop on the free trolley to Old Town."

**Green Statement:** "Going Green is the entire purpose of The Old Town Alexandria Food & Wine Festival. This event exclusively showcases Virginia's delectable local cuisine paired with Virginia's Finest gourmet products and the Commonwealth's locally-grown world class wine. Our mission is to help the public discover that the culinary products found right here in our backyard are comparable to and even better than products trucked in and shipped in and air-freighted in for consumption."

### CORE ACTIVITIES for Green Events

☒ This symbol indicates a required activity for Virginia Green Events. Participants self-certify that these activities are in place and they provide additional specifics on other activities.

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard
- Signage and bins are available for public and winery use
- Wine bottles are being collected by artists who remanufacture them into cheese trays and other art products

☒ **Styrofoam elimination.** Events should eliminate the use of Styrofoam cups and plates. If disposables are used, these products that bio-based, made from recycled content, recyclable, and/or compostable. The organizers of this event pledge that:

- Event guests receive a souvenir wine glass that is kept and reused

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Signage is kept generic so it can be reused in subsequent years

- Printed material is kept to a minimum.
- Exhibitor marketing and kits are web-based, never printed and mailed
- Ticketing is done primarily on-line

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting
- Contract environmentally-friendly portable restrooms
- Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
- Encourage the use of mass-transit and/or carpooling to the event
- Serve food items that are locally grown
- Serve water in pitchers and glassware instead of single use bottles
- Avoid box lunches to reduce packaging waste

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on our website to the Virginia Green Events webpage
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers

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For more information on **Old Town Alexandria Food & Wine Festival**, see [www.oldtownwinefestival.com](http://www.oldtownwinefestival.com) or contact **Donna Henrickson** at [donna@oldtownwinefestival.com](mailto:donna@oldtownwinefestival.com) or **703-823-1868**.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen). Click on “Events” for a more of green events.



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

